CLAIM AMENDMENTS

Claim Amendment Summary

Claims pending
- Before this Amendment: Claims 1-18, 20-55, 57-71 and 75-78.
- After this Amendment: Claims 1-18, 20-55, 65-66 and 75-78.

Non-Elected, Canceled, or Withdrawn claims: Claims 19, 56-64 and 67-74.

Amended claims: Claims 1, 7-13, 16-17, 20-23, 33, 37-38, 45, 51, 65, and 75-78.

New claims: None.

Claims:

1.   **(Currently Amended)** A method comprising:

receiving data that describes a television broadcast schedule;

rendering web-based content that is related to television entertainment; [[and]]

rendering ~~along~~ simultaneous with the web-based content, a TV tag, wherein the TV tag comprises:

   ~~having~~ an associated data element that is ~~can be~~ associated with at least a portion of the data that describes a television broadcast schedule, wherein a portion of the data that describes the television broadcast

schedule that is contextually relevant in relation to the web-based content is displayed via the TV tag ~~is used to display a portion of the data that describes the television broadcast schedule that is contextually relevant in relation to the web-based content~~; and

a plurality of associated actions;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions.

2. **(Original)** The method as recited in claim 1 wherein the web-based content comprises program details associated with a particular television program.

3. **(Original)** The method as recited in claim 1 wherein the web-based content comprises a description of a particular movie.

4. **(Original)** The method as recited in claim 1 wherein the web-based content comprises a celebrity biography.

5. **(Original)** The method as recited in claim 1 wherein the web-based content comprises a news article.

6.   (Original) The method as recited in claim 1 wherein the web-based content comprises an advertisement.

7.   (Currently Amended) The method as recited in claim 1 wherein the <u>associated</u> data element comprises data associated with a particular television series.

8.   (Currently Amended) The method as recited in claim 1 wherein the <u>associated</u> data element comprises television broadcast schedule data, the schedule data being filtered based on a timezone.

9.   (Currently Amended) The method as recited in claim 1 wherein the <u>associated</u> data element comprises television broadcast schedule data, the schedule data being filtered based on a channel lineup that is available from a television broadcast provider.

10.   (Currently Amended) The method as recited in claim 1 wherein the <u>associated</u> data element comprises data associated with a particular episode of a television series.

11.   **(Currently Amended)** The method as recited in claim 1 wherein the <u>associated</u> data element comprises data associated with a particular television program.

12.   **(Currently Amended)** The method as recited in claim 1 wherein the <u>associated</u> data element comprises data associated with a particular movie.

13.   **(Currently Amended)** The method as recited in claim 1 wherein the <u>associated</u> data element comprises data associated with a particular person.

14.   **(Original)** The method as recited in claim 13 wherein the person comprises an actor.

15.   **(Original)** The method as recited in claim 13 wherein the person comprises a director.

16.   **(Currently Amended)** The method as recited in claim 1 wherein the <u>associated</u> data element comprises data associated with a particular sporting event.

17.   (Original) The method as recited in claim 1 wherein the data element comprises data associated with a particular sports team.

18.   (Original) The method as recited in claim 1 wherein the data element comprises data associated with a particular broadcast channel.

19.   (Canceled)

20.   (Currently Amended) The method as recited in claim 1 further comprising:

~~receiving an indication of a viewer selection of the TV tag; and~~

<u>selecting at least one of the plurality of associated actions; and</u>

performing [[an]] <u>the at least one selected associated</u> action ~~that is associated with the TV tag~~.

21.   (Currently Amended) The method as recited in claim 20 wherein the <u>selected associated</u> action comprises providing data associated with the TV tag to a TV planner system, the data to be used to personalize TV planner data for the viewer.

22.   (Currently Amended) The method as recited in claim 20 wherein the <u>selected associated</u> action comprises scheduling a recording device to record a particular program that is associated with the TV tag.

23.   (Currently Amended) The method as recited in claim 20 wherein the <u>selected associated</u> action comprises scheduling an alert system to generate an alert associated with a particular program that is associated with the TV tag.

24.   (Original) The method as recited in claim 23 wherein the alert comprises an email message.

25.   (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 1.

26.   (Currently Amended) A method comprising:

rendering web-based content that is related to television entertainment;

rendering along with the content, a selectable TV tag, <u>wherein </u>the TV tag <u>comprises:</u>

~~having an~~ <u>a plurality of</u> associated actions<u>;</u> and

an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and

performing the at least one selected associated ~~action~~ actions ~~in relation to the associated data element based on the selection of the TV tag~~.

27.   (Currently Amended) The method as recited in claim 26 wherein the performing the at least one associated action comprises maintaining personalization data based on the associated data element, the personalization data to be used to filter subsequent renderings of broadcast schedule data.

28.   (Currently Amended) The method as recited in claim 26 wherein the associated data element identifies a particular television program, and wherein performing the at least one associated action comprises scheduling a recording device to record the particular television program.

29.   (Currently Amended) The method as recited in claim 26 wherein the performing the at least one associated action comprises scheduling an alert system to generate an alert associated with the data element.

30. (Currently Amended) The method as recited in claim 29 wherein the <u>associated</u> data element identifies a particular television program, and the alert is generated when the particular television program is scheduled to be broadcast.

31. (Original) The method as recited in claim 29 wherein the alert comprises an email message.

32. (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 26.

33. (Currently Amended) A method comprising:

rendering an article that describes a particular television program;

rendering along with the article, a selectable TV tag that is associated with the particular television program<u>, wherein the TV tag comprises</u>;

<u>a plurality of associated actions; and</u>

<u>an associated data element;</u>

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and

transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

34. **(Original)** The method as recited in claim 33 wherein the TV tag represents a particular television series, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing each episode of the particular television series that is scheduled to be broadcast.

35. **(Original)** The method as recited in claim 33 wherein the TV tag represents a particular episode of a particular television program, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing the particular episode of the particular television program that is scheduled to be broadcast.

36. **(Original)** The method as recited in claim 33 wherein the TV tag represents a particular television series, and wherein the personalization data

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indicates that the personalized version of the television broadcast schedule is to include data describing only new episodes of the particular television program that are scheduled to be broadcast.

37. **(Currently Amended)** A method comprising:

rendering content that describes a particular movie;

rendering along with the content, a selectable TV tag that is associated with the particular movie, wherein the TV tag comprises;

> a plurality of associated actions; and

> an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and

transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

38. **(Currently Amended)** The method as recited in claim 37 wherein the TV tag represents a particular scheduled airing of the particular [[move]] movie, and wherein the personalization data indicates that the personalized

version of the television broadcast schedule is to include data describing the particular scheduled airing of the particular movie.

39. (Original) The method as recited in claim 37 wherein the transmitting comprises:

determining whether the particular movie is scheduled for television broadcast; and

in an event that the particular movie is not scheduled for television broadcast, transmitting personalization data that indicates that the personalized version of the television broadcast schedule is to include data describing scheduled broadcasts of the particular movie at a later date when the movie is scheduled for television broadcast.

40. (Original) The method as recited in claim 37 wherein the transmitting comprises:

determining whether the particular movie is scheduled for television broadcast; and

in an event that the particular movie is not scheduled for television broadcast, transmitting personalization data that indicates that the TV planner system is to automatically generate and send a reminder to the viewer when the particular movie is later scheduled for television broadcast.

41.   (Original) The method as recited in claim 40 wherein the reminder comprises an electronic mail message.

42.   (Original) The method as recited in claim 40 wherein the reminder comprises an Internet-based alert message.

43.   (Original) The method as recited in claim 40 wherein the reminder comprises an automated telephone call.

44.   (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 37.

45.   (Currently Amended) A method comprising:

rendering content associated with a particular person;

rendering along with the content, a selectable TV tag that is associated with the particular person, wherein the TV tag comprises;

        a plurality of associated actions; and

        an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and

transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

46. **(Original)** The method as recited in claim 45 wherein the TV tag represents a particular actor, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any program scheduled to be broadcast in which the particular actor has a leading role.

47. **(Original)** The method as recited in claim 45 wherein the TV tag represents a particular celebrity, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any program scheduled to be broadcast in which the particular celebrity has a role.

48. **(Original)** The method as recited in claim 45 wherein the TV tag represents a particular celebrity, and wherein the personalization data indicates

that the personalized version of the television broadcast schedule is to include data describing any program scheduled to be broadcast in which the particular celebrity has an appearance.

49. (Original) The method as recited in claim 48 wherein the program scheduled to be broadcast in which the particular celebrity has an appearance comprises a talk show on which the celebrity is a guest.

50. (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 45.

51. (Currently Amended) A method comprising:

rendering an article associated with a particular sport;

rendering along with the article, a selectable TV tag that is associated with the particular sport, wherein the TV tag comprises;

a plurality of associated actions; and

an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and

transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

52.   **(Original)** The method as recited in claim 51 wherein the article is associated with a particular sporting event, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any scheduled airing of the particular sporting event.

53.   **(Original)** The method as recited in claim 51 wherein the article is associated with a particular sports team, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any scheduled airing of sporting events involving the particular sports team.

54.   **(Original)** The method as recited in claim 51 wherein the article is associated with a particular sports team, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any scheduled airing of live sporting events involving the particular sports team.

55.   (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 51.

56 - 64   (Canceled)

65.   (Currently Amended) A system comprising:

a program data repository to maintain television broadcast schedule data;

a network interface to receive viewer personalization data based on viewer-selection of a TV tag embedded in web-based media content, wherein the TV tag comprises a plurality of associated actions and an associated data element that upon selection a display of an input area is launched whereby users can indicate selection of at least one of the plurality of associated actions;

a personalization data repository to maintain the viewer personalization data; and

a program data filter to filter the television broadcast schedule data based on the personalization data.

66.   (Original) The system as recited in claim 65 further comprising a schedule transmitter to transmit a filtered television broadcast schedule to a viewer.

67 - 74.   (Canceled)

75.   (Currently Amended) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to:

receive an indication of a viewer login;

receive an indication of a viewer selection of a TV tag, the TV tag being rendered with other web-based content, the TV tag having an associated television entertainment data element and an associated action; and

perform the associated action with reference to the associated television entertainment data element, wherein performance of the associated action adds data associated with the entertainment data element to a list associated with the viewer.

76.   (Currently Amended) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to:

receive an indication of a viewer selection of a TV tag, the TV tag being rendered with other web-based content, the TV tag representing a particular television program, wherein the TV tag comprises a plurality of associated

actions and an associated data element that upon selection a display of an input area is launched whereby users can indicate selection of at least one of the plurality of associated actions; and

transmit personalization data to a TV planner system indicating that the viewer is interested in seeing a scheduled broadcast instance of the particular television program in a rendered personalized TV planner.

77. **(Currently Amended)** One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to:

receive an indication of a viewer selection of a TV tag, the TV tag being rendered with other web-based content, the TV tag representing a particular television program, wherein the TV tag comprises a plurality of associated actions and an associated data element that upon selection a display of an input area is launched whereby users can indicate selection of at least one of the plurality of associated actions; and

transmit personalization data to an alert system indicating that the viewer is interested in receiving an alert when the particular television program is scheduled for broadcast.

78.   (Currently Amended) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to:

receive an indication of a viewer selection of a TV tag, the TV tag being rendered with other web-based content, the TV tag representing a particular television program, wherein the TV tag comprises a plurality of associated actions and an associated data element that upon selection a display of an input area is launched whereby users can indicate selection of at least one of the plurality of associated actions; and

schedule a recording device to record a broadcast of the particular television program.